In the Claims:

1. (Amended) In a method that includes:

presenting a physical object to an optical sensor;

discerning from optical sensor data an identifier associated with the object;

transferring the identifier to an indexing system; and

determining from the indexing system an internet address corresponding to said object;

an improvement comprising:

sending user data to a master system, the user data providing information related to user location

at said master system, identifying an indexing system close to the user **from plural different indexing systems**; and

transferring said identifier to said identified indexing system.

2. (New) The method of claim 1 wherein the user data comprises a postal code.

3. (New) The method of claim 1 wherein the user data comprises a country identifier.

4. (New) The method of claim 1 wherein the user data also comprises object type data, and said identifying comprises identifying the indexing system as a function of both the user location and the object type data.

5. (New) The method of claim 1 wherein said physical object comprises a printed substrate.

6. (New) A routing method for use by a router in an object-to-web linking system, comprising:

receiving an object identifier sent from a client device, said identifier corresponding to a physical object presented to said client device;

receiving a location identifier sent from a client device and identifying a location of said device;

by reference to at least said location identifier, determining an address of an object-related database system remote from said router, from several possible such database systems; and

transferring said object identifier to said determined database system.

7. (New) The method of claim 6 that further includes:

receiving an object type identifier from the client device; and

determining said address by reference to at least said location data and said object type identifier.